IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of providing a recommendation of content to a user the method comprising the steps of:

determining, by a user profile processor, (201) a user preference profile for a user;

determining, by a recommender processor, (205) if a first content [[item]] correlates with the user preference profile so as to have to determine if the first content has a high preference value; and

if the first content [[item]] has a high preference value recommending (206) it the first content to a user; and

if the first content [[item]] does not have a high preference value:

determining (211) if the first content [[item]] comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content [[item]] having a high user preference and recommending [[it]] the first content to the user only if there is such an associative correspondence.

2. (Currently Amended) A method as claimed in claim 1, wherein the first content [[item]] is recommended to the user if only a single associative correspondence between the first characteristic and the second characteristic is determined.

3. (Currently Amended) A method as claimed in claim 1, wherein [[the]] only one associative correspondence is determined [[only]] for a single the first characteristic and second characteristic.

4. (Currently Amended) A method as claimed in claim 1, further comprising the step of determining a user preference for the first content [[item]] recommended from the associative correspondence and updating the user preference profile in response to the user preference.

5. (Currently Amended) A method as claimed in claim 1, wherein the first characteristic is a first content description characteristic of the first content [[item]] and the second characteristic is a second content description characteristic of the second content [[item]].

6. (Currently Amended) A method as claimed in claim 5, wherein the first content description characteristic is derived from a first textual description associated with the first content [[item]] and the second content description characteristic is derived from a second textual description associated with the second content [[item]].

7. (Original) A method as claimed in claim 6, wherein the associative correspondence is determined in response to an identification of a correspondence between at least one word of the first textual description and at least one word of the second textual description.

8. (Original) A method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having a similar meaning as the at least one word of the second textual description.

9. (Original) A method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having an associative word correspondence to the at least one word of the second textual description, the associative word correspondence being determined from a database of word associations.

10. (Original) A method as claimed in claim 7, wherein the associative correspondence is determined in response to word combinations of at least one of the first and second textual content descriptions.

11. (Currently Amended) A method as claimed in claim 1, wherein at least one of the first and second characteristics is determined from a content analysis of the content [[item]].

4

12. (Currently Amended) A method as claimed in claim 11, wherein the content analysis comprises a content [[item]] video image analysis.

13. (Currently Amended) A method as claimed in claim 11, wherein the content analysis comprises a content [[item]] audio analysis.

14. (Currently Amended) A method as claimed in claim 1, wherein at least one of the first and second characteristic is determined from a content [[item]] video object analysis.

15. (Currently Amended) A method as claimed in claim 1, wherein at least one of the first and second characteristics is determined from a content [[item]] broadcast channel.

16. (Currently Amended) A method as claimed in claim 1, wherein the step of determining the associative correspondence comprises determining a plurality of associative correspondences between a plurality of characteristics of the first content [[item]] and a plurality of characteristics of the second content [[item]].

17. (Currently Amended) A method as claimed in claim 1, wherein the associative correspondence is further determined in response to a previous associative correspondence between content [[items]].

18. (Original) A method as claimed in claim 1, wherein at least one of the first and second characteristics is chosen from the group of
    a.   an actor;
    b.   a character played by an actor; and
    c.   a location.

19. (Currently Amended) A <u>computer readable storage medium comprising a </u>computer program ~~enabling a method to be carried out according to claim 1 s~~<u>including a set of instructions executable by a processor, the set of instructions being operable to:</u>

determine a user preference profile for a user;

determine if a first content correlates with the user preference profile to determine if the first content has a high preference value; and

if the first content has a high preference value recommending the first content to a user; and

if the first content does not have a high preference value:

determining if the first content comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content having a high user preference and recommending the first content to the user only if there is such an associative correspondence.

20. (Currently Amended) A recommender for providing a recommendation of content to a user, the recommender comprising:

a user profile processor (113) for determining a user preference profile for a user;

a recommender processor (111) for determining:

if a first content [[item]] correlates with the user preference profile so as to have to determine if the first content has a high preference value; and

if the first content [[item]] has a high preference value recommending [[it]] the first content to a user; and

if the first content [[item]] does not have a high preference value:

determining if the first content [[item]] comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content [[item]] having a high user preference and recommending [[it]] the first content to the user only if there is such an associative correspondence.

21. (Original) A private video recorder (101) comprising a recommender as claimed in claim 20.